

## **IN THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

### **Listing of Claims:**

1. (currently amended): A system, for placing an advertisement belonging to an advertiser on the monitor of a user of a web site being owned by a web site owner and compensating said user for viewing said advertisement and compensating said web site owner on the basis of advertisements viewed, comprising:

- a) an Internet server;
- b) at least one application logic set stored on said server, each application logic set being provided with means for causing a browser to display said advertisement, after an adjustable predetermined time delay, in a non-dismissible and temporary browser window on said monitor for a predetermined time period;
- c) a web site provided with coded content for viewing by said user;
- d) a reference coded within at least one page of said web site, said reference pointing to said application logic set;
- e) a registered user database on said server for storing user information and computing and storing the user's advertisement viewing history;
- f) means for compensating said user for receiving and viewing said advertisement provided said user has previously registered wherein the user compensation is provided by the advertiser; and

g) means for compensating said web site owner on the basis of advertisements viewed wherein the web site owner compensation is provided by the advertiser; and

h) said application logic set further comprises means for determining a connection speed to the Internet server of said user and selecting an advertisement type that best matches said connection speed, whereby users having high-speed connections are presented with a full multimedia advertisement while users having slower connections receive an advertisement that is less multimedia intensive and downloads quickly;

whereby upon access by said user of said page containing said coded reference, the reference is caused to access its application logic set triggering display of said advertisement, after an adjustable predetermined time delay, in a temporary and non-dismissible window on said monitor for a predetermined time period, whereby said user is compensated by the advertiser for receiving and viewing said advertisement and said web site owner is compensated by the advertiser on the basis of advertisements viewed.

2. (canceled)

3. (original): A system as recited by claim 1 wherein said user's monitor has a top half and said page has a top, and said advertisement is presented in a browser window filling the top half of the user's monitor over the top of said page.

4. (original): A system as recited by claim 1 wherein said advertisement is presented within the browser window displaying said page.

5. (original): A system as recited by claim 1 wherein said advertisement is presented in a browser window after moving from said page but before a new page is loaded.

6. (previously presented): A system as recited by claim 1 wherein said at least one application logic set further comprises means for causing said browser to display a series of advertisements in a non-dismissible and temporary browser window on said monitor, each advertisement being displayed for a predetermined time period.

7. (original): A system as recited by claim 1 wherein said at least one application logic set further comprises means for delaying the display of said advertisement for a predetermined time period.

8. (original): A system as recited by claim 1 wherein said web site has at least one page comprising a register button, said button being adapted to be placed in an on condition, causing a registration window for receiving user's demographic information.

9. (original): A system as recited by claim 1, wherein said web site has at least one page comprising a more information button adapted to be placed in an on condition for causing a one time

emailing of additional information about the advertisement to the user, said information optionally comprising additional links to a website for a company sponsoring the advertisement, to provide for purchase of coupons and other purchase incentives.

10. (canceled)

11. (canceled)

12. (canceled)

13. (canceled)

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (currently amended): A system as recited by claim ~~2~~ 1, wherein said connection is wireless.